

# Higher Education Day

"A single day dedicated to thousands of futures."

**Wednesday, September 30, 2009**

## What is Higher Education Day?

The following state partners have joined together to declare September 30, 2009 the 4<sup>th</sup> Annual Higher Education Day. The Day was created to:

- **Raise awareness among students and adults that higher education in Wisconsin is accessible;**
- **Inspire students of all ages to reach for post-secondary education as a goal; and**
- **Provide information about saving for college, financial assistance and other resources.**

## What's the big deal?

**The future will require workers who are flexible and creative.** Post-secondary education will provide the training and education necessary to make our children problem solvers and leaders.

**College can help students qualify in fields they are interested in.** Students interested in being doctors, teachers, business executives, or thousands of other career choices, can train in the specific field and qualify. The more education they get, the more likely it is they will always have a job.

**A college education makes well-rounded people.** It shapes communication skills, expands the knowledge base, creates methodical and organized learners, and exposes all of us to a whole new world of learning.

**Higher Education provides a more secure future for all citizens.** Going to college means access to more jobs and better jobs. College students generally make more money over the course of their lifetime and contribute more to the economy. College graduates are healthier and more active too!

**One of the most important things we can do for our children is to provide them with possibilities for their future.** By saving for higher education, those possibilities multiply. And by increasing awareness of savings programs, the promise of higher education becomes more accessible.

**The state has created many incentives for families to save for and afford higher education.** Programs exist to help families reach the goal of post-secondary education and representatives from these programs join with us in promoting Higher Education Day.

**Saving for college** is one of the most important things we can do for the students in our lives, whether they're starting kindergarten, in middle or high school, or even planning to go back to college.

Join us in recognizing Higher Education Day  
as an important step in planning our educational future.

## Higher Education Day Partners

EDVEST - Wisconsin's Official College Savings Plan

<http://www.edvest.com/>

University of Wisconsin System

<http://www.wisconsin.edu/>

Wisconsin Technical College System

<http://www.witechcolleges.com/>

Wisconsin Association of Independent Colleges & Universities

<http://www.waicu.org/home/>

Wisconsin Department of Public Instruction

<http://dpi.wi.gov/index.html>

Wisconsin School Counselor Association

<http://www.wscaweb.com/>

Wisconsin Association of Student Financial Aid Administrators

<http://www.wasfaa.net>

Great Lakes Higher Education Corporation

<http://www.mygreatlakes.org>

Wisconsin Covenant

<http://www.wisconsin covenant.wi.gov/>

KnowHow2Go

<http://www.knowhow2gowisconsin.org/>

Department of Veterans Affairs

<http://www.wisvets.com>

Wisconsin Educational Opportunity Programs

<http://dpi.wi.gov.weop>

Support of Constitutional Officers: Governor Jim Doyle, Lieutenant Governor Barbara Lawton, Secretary of State Douglas La Follete, State Treasurer Dawn Marie Sass, and State Superintendent of Public Instruction Tony Evers.

## How To Get Started

For more information on Higher Education Day, go to

<http://highereducationday.wi.gov>

What's your plan for Higher Education Day?

Spread the word – a few simple actions from each of us can help get the message across:

- **School administrators/local education boards**
  - Work with the local press to highlight a story or stories about commitment to continued education beyond high school.
  - Make a public statement praising the work of local colleges with the graduates of your school district.
- **School Counselors**
  - Host a parent/student Post-Secondary Education seminar in the evening which could include: high school academic planning to prepare for college, entrance requirements for colleges, universities, and tech schools, etc.
  - Have a small education fair in the lunch room during lunch hour. Have a table with information related to the various local colleges, and be present to answer questions that students present.
- **Teachers**
  - Provide a handout in your classes with a list of possible occupations related to your subject area and the level of education required for those occupations and information related to lifetime earnings relative to level of education.
  - Have a guest speaker in your classes from a local college or university.
- **Employers**
  - Highlight for your employees any policies that provide continuing education benefits for them.
  - Provide information about the many options for saving for college to your employees.
- **Banks/Lenders**
  - Work with local elementary schools to provide an informational seminar to parents in order to educate them about various savings methods for post-secondary education.
  - Provide information about saving for college, financial aid, and student loans in a mailing/website for customers.
- **Government Officials**
  - Hold a press conference on the campus of a local college or university to make a statement about the importance, for the good of Wisconsin, of continued education beyond high school.
  - Speak at a local school about the importance of higher education and saving for college.
- **Colleges**
  - Provide an open house to the community. Every attendee receives an application fee waiver.
  - Submit an article to the local press highlighting a success story of a graduate and/or a unique program in your institution.
- **Community Groups**
  - Consider rolling out or highlighting in the local press a scholarship program that your organization sponsors.
  - Sponsor a forum including members from the higher education community as well as members from the financial aid, student loans, and college savings community.
- **Parents/Grandparents**
  - Take your child/grandchild to visit a college/university and share a story with your child/grandchild about your own educational experience after high school.
  - Look into college savings options for grandparents.

**Have an idea for a community event to promote Higher Education Day? Let us know! Email us at [osteducationday@wisconsin.gov](mailto:osteducationday@wisconsin.gov)**